

Elective course in the area **Computer-Based Analysis**

**Marketing Research**

Teaching Load

3 hours per week

Kind of course

Elective in Master Programme

ECTS Credit Points

6 = 180 hours

Lecture:

- 45 hours = 15 x 3 hours per week

Self-study:

- 135 hours
  - Mandatory reading
  - Elective reading
  - Preparation of presentations
  - Preparation and presentation of case studies

Lecturer

Prof. Dr. Armin Herker

Course objective and Learning Outcomes

**Course Objectives:**

Knowledge and Understanding of Important Positions in Marketing Research (especially Consumer Research) and Ability to Apply it in a Concrete Situation in a Company

**Learning Outcomes:**

- Develop a critical position regarding ethics in marketing research
- Understand the marketing research process
- Learn the definition of, the requirements to and the value of information
- Achieve a deeper insight in scaling and scale evaluation
- Learn how to formulate problems and to develop a basic research design
- Gain an understanding of secondary data
- Gain an understanding of observations, experimentations, and surveys

- Learn how to carry out field work
- Learn how to prepare data
- Knowledge of import univariate and multivariate statistical techniques and hypothesis testing
- Learn how to write a report and realize the importance of a presentation
- Gain an understanding of important issues of international marketing research

## Topics

1. Introduction and Overview
2. Ethics in Marketing Research
3. Marketing Research Process
4. Definition of Information
5. Requirements to Information
6. Decision making process
7. Value of Information
8. Types of Scales
9. Comparative and Noncomparative Scaling
10. Scale Evaluation
11. Problem Formulation
12. Basic Research Designs
13. Secondary Data
14. Observation
15. Experimentation
16. Survey
17. Questionnaire Design
18. Sampling (Techniques, Sample Size)
19. Field Work
20. Data Preparation
21. Univariate Statistical Techniques
22. Hypothesis Testing

	<p>23. Multivariate Statistical Techniques</p> <p>24. Report and Presentation</p> <p>25. International Marketing Research</p>
Literature	<ul style="list-style-type: none"> <li>➤ Aaker D.A., Kumar V., Day G.S.: Marketing Research, John Wiley &amp; Sons, 2005 (8th Edition)</li> <li>➤ Malhotra Naresh K.: Marketing Research, Pearson, 2007 (5th Edition)</li> <li>➤ Mariampolski H.: Qualitative Market Research, SAGE Publications, 2001</li> <li>➤ Craig, C.S., Douglas, S. P.: International Marketing Research, John Wiley &amp; Sons, 2005 (3rd Edition)</li> </ul>
Teaching Methods	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Discussion</li> <li>• Writing summaries</li> <li>• Presentations</li> <li>• Case studies</li> </ul>
Grading	<ul style="list-style-type: none"> <li>➤ Interactive revision at the beginning of each course</li> <li>➤ Questions during the course</li> <li>➤ Preparation of presentations (Summary)</li> <li>➤ Case studies</li> <li>➤ Final exam</li> <li>➤ 20 % of the grade from Presentations, 80% from exam</li> </ul>
Language of Instruction	English